

AMENDMENT OF THE CLAIMS:

Please amend Claims 478 and 489 as follows:

Claims 1-477 (canceled)

Claim 478 (currently amended): A Web-based electronic commerce (EC) enabled shopping network ~~allowing~~ configured to allow members of a consumer product management team and authorized parties to communicate directly with consumers shopping at EC-enabled Websites along the World Wide Web (WWW), said Web-based EC-enabled shopping network comprising:

a plurality of e-commerce enabled information servers ~~supporting~~ configured to support a plurality of EC-enabled Websites selected from the group consisting of EC-enabled stores and EC-enabled online product catalogs, wherein each said EC-enabled Website includes a plurality of HTML-encoded pages containing images and text descriptions of consumer products offered for purchase and sale by an EC-enabled payment method supported over the Internet;

a first Web-based subsystem ~~allowing~~ configured to allow members of the product management team for a registered consumer product, as well as authorized parties, to create and manage a consumer product information (CPI) link structure for each registered consumer product,

wherein said CPI link structure comprises the following items:

(i) a ~~Universal~~ Unique Product Number (UPN) assigned to the consumer product; and
(ii) a set of URLs for a plurality of consumer product information (CPI) resources stored on Web-based information servers operably connected to the WWW, and wherein said CPI resources can be selected by one or more members of the product management team and said authorized parties to program said set of CPI resources for the consumer product;

a second Web-based subsystem ~~allowing~~ configured to allow product management team members and authorized parties, associated with a registered consumer product, to create and deploy one or more Web-based Multi-Mode Virtual Kiosks (MMVKs) for the consumer product so that each said deployed MMVK can be installed in and launched from one or more said

HTML-encoded pages located in said EC-enabled Websites, and accessible by consumers using a Web browser;

wherein each said MMVK is implemented using (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW and including code specifying the UPN assigned to said consumer product, and (ii) a MMVK tag embodying a unique URL that references said computer-executable server-side component and is embeddable within at least one of said HTML-encoded pages located in said EC-enabled Websites;

wherein each said MMVK, when generated by said first Internet-enabled information server, and served to the Web browser of a consumer, displays a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menu display mode for displaying a set of CPI resources arranged for selection by the consumer using said Web browser;

a plurality of Web-based information servers operably connected to the WWW, storing and configured to serve said one or more advertising spots, said one or more promotional spots and said set of CPI resources to said Web browser, for display to the consumer through said plurality of independently programmable display modes of each said MMVK;

a second Internet-enabled information server storing and configured to serve a library of MMVK tags on the WWW, for each registered consumer product, for which at least one said MMVK has been created and deployed and is ready for installation on the HTML-encoded pages of said EC-enabled Websites;

wherein said second Internet-enabled information server is configured to allow each said MMVK tag in said library is accessible by said product management team members and and/or said authorized parties for installation to download and installed at least one MMVK tag in at least one said HTML-encoded page located in at least one said EC-enabled Website, by embedding the downloaded MMVK tag in at least one HTML-encoded page located in at least one said EC-enabled Website;

wherein said set of URLs included with said CPI link structure for a registered consumer product specify the location of corresponding CPI resources stored on Web-based information

servers located on the WWW, and wherein a plurality of said CPI resources are selected by the product management team members and authorized parties to program one or more of said advertising, promotional and CPI menu display modes of the MMVK created and deployed for the registered consumer product associated with said CPI link structure;

wherein when at least one said CPI link structure has been created for a registered consumer product using said first Web-based subsystem, then said second Web-based subsystem allows is configured to allow the product management team members and authorized parties to create and deploy one or more MMVKs for said registered consumer ~~products~~ product, and also to access said library and download the MMVK ~~tags~~ tag from said second Internet-enabled information server for installation in at least one said HTML-encoded page of at least one of said EC-enabled Websites;

a third Web-based subsystem ~~allowing~~ configured to allow the product management team members and authorized parties to independently program the advertising display mode of each MMVK with one or more advertising spots, and the promotional display mode of the MMVK with one or more promotional spots;

wherein said first Web-based subsystem ~~allows~~ is configured to allow said product management team members and authorized parties to independently program said CPI menu display mode of each said installed MMVK;

~~wherein said third Web-based subsystem allows the product management team members and authorized parties to independently program the advertising and promotional display modes of each installed MMVK; and~~

wherein, upon the Web-browser of the consumer encountering one said installed MMVK tag along the HTML-encoded page of one said EC-enabled Website, the computer-executable server-side component corresponding to the installed MMVK tag is automatically executed and the corresponding MMVK is generated by said first Internet-enabled information server and served to the Web browser, for display by the Web browser and review by the consumer at the EC-enabled Website.

Claim 479 (previously presented): The Web-based EC-enabled shopping network of Claim 478, wherein, for each MMVK created and deployed for a registered consumer product, the

computer-executable server-side component associated with the MMVK comprises the UPN assigned to the consumer product.

Claim 480 (previously presented): The Web-based EC-enabled shopping network of Claim 478, wherein, for each MMVK created and deployed for a particular consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 481 (previously presented): The Web-based EC-enabled shopping network of Claim 478, wherein said CPI link structure further comprises, for each consumer product,

- (iii) a Trademark (TM) assigned to the registered consumer product;
- (iv) a Product Descriptor (PD) associated with the registered consumer product; and
- (v) a set of display attributes associated with each CPI resource in said CPI link structure.

Claim 482 (previously presented): Web-based EC-enabled shopping network of Claim 478, wherein said set of CPI resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 483 (previously presented): The Web-based EC-enabled shopping network of claim 478, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 484 (previously presented): The Web-based EC-enabled shopping network of claim 481, which further comprises a supply-chain information management system importing said UPN, said TM and said PD associated with each said CPI link structure, into a database supported on said Web-based EC-enabled shopping network.

Claim 485 (previously presented): The Web-based EC-enabled shopping network of Claim 478, wherein the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer.

Claim 486 (previously presented): The Web-based EC-enabled shopping network of Claim 478, wherein said Web browser of the consumer encountering one said MMVK tag further comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 487 (previously presented): The Web-based EC-enabled shopping network of Claim 478, wherein said other authorized parties include agents of said product management team.

Claim 488 (previously presented): The Web-based EC-enabled shopping network of Claim 478, wherein said UPN is a Universal Product Number.

Claim 489 (currently amended): The Web-based EC-enabled shopping network of Claim ~~478~~ 488, wherein said Universal Product Number is selected for the group consisting of a UPC number and a UPC/EAN number.